



POSITION DESCRIPTION

Position: Media Communications Specialist		Department: City Manager's	
Reports to: Assistant City Manager		FLSA Status: Exempt	
Location: Civic Center	Division: N/A	Pay Grade N/A	
Revised: April 16, 2014	Last Reviewed:	Union: N/A	Status (FT/PT/Temp): Full-time

GENERAL PURPOSE

Provides a variety of routine and complex administrative and technical work in support of all departments in achieving their goals of promoting the City to the local community and beyond. Special emphasis shall be on economic development initiatives including but not limited to promoting Downtown Auburn Hills and the Auburn Hills Advantage.

SUPERVISION RECEIVED:

Works under the general supervision of the Coordinator of Community Relations and Legislative Affairs and Assistant City Manager.

SUPERVISION EXERCISED

None generally. May exercise supervision over clerical, temporary or other staff, as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Works closely with the Coordinator of Community Promotion to plan and execute various aspects of community events related to their respective positions.

Attend city events as photographer to continue growth of photo sets for promotional, design purposes

Assist in the development of notices, flyers, brochures, media releases, news articles, digital billboard advertisements and other informational materials pertaining to all departments of the City. Includes writing copy, designing and coordinating printing with local or in-house printers.

Produce monthly internal Employee Newsletter in collaboration with Human Resources.

Create promotional videos and podcasts for various departments.

Coordinates all cable programming for the City, assists in updating the cable bulletin board with timely information including Council agendas, road construction, calendar of events, etc. Schedules and supervises Audio Visual Technicians as well as other City meetings. Maintain Audio/Visual equipment.

Continue to expand and enhance current social media efforts. Interact with residents via social media.

Prepare and disseminate press releases to appropriate media contacts.

Operate tech booth equipment as it relates to providing support to Council Chamber activities.

Operate audio and video equipment for the purposes of generating local programming.

Evaluate existing organizational materials for improvement and create replacement materials.

Assist City departments in developing presentations.

Attend various meetings as a representative of the City, particularly those that provide networking opportunities, community exposure, marketing the City, and building media relationships.

All other tasks assigned by the City Manager's office.

PERIPHERAL DUTIES

Assists other departments in performing duties.

Attend seminars and workshops related to duties and responsibilities.

REQUIRED MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Graduation from a college or university with a bachelor's degree in Marketing, Media Relations, Journalism or a related field, and
- (B) Two (2) years of related experience; or
- (C) Any equivalent combination of education and progressively responsible experience.

Necessary Knowledge, Skills and Abilities:

- (A) Working knowledge of the principles and practices of modern marketing, media and public promotion techniques; along with extensive positive public interaction;

- (B) Skill in operation of listed tools and equipment;
- (C) Ability to accurately record and maintain records; ability to establish and maintain effective working relationships with employees, supervisors, other departments, officials and the public; ability to communicate effectively verbally and in writing.

SPECIAL REQUIREMENTS:

Excellent written and verbal communication skills; Ability to multi-task and manage multiple projects at one time. Skill in developing and delivering public presentations.

TOOLS AND EQUIPMENT USED

Personal computer, including word processing, spreadsheet and data base software; audio and movie editing software (Audacity, Premiere/Final Cut); presentation software (Prezi, PowerPoint); phone; copy machine; fax machine.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear, use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to walk.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Some work will be performed at external locations from City Hall, including work that may be performed outdoors throughout the year.

The noise level in the work environment is usually quiet to moderate, but fast paced at times.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview; pre-employment assessment and background check; conditional offer of employment; post offer medical examination; drug screening. Additional job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: _____
City Manager

Approval: _____
Employee